

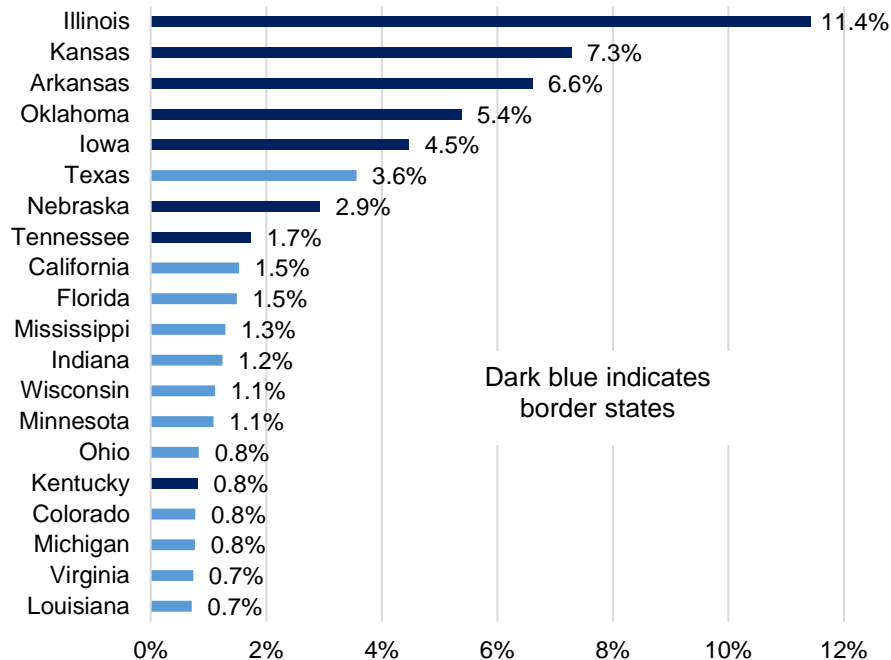


SOURCE MARKETS OF VISITORS TO MISSOURI

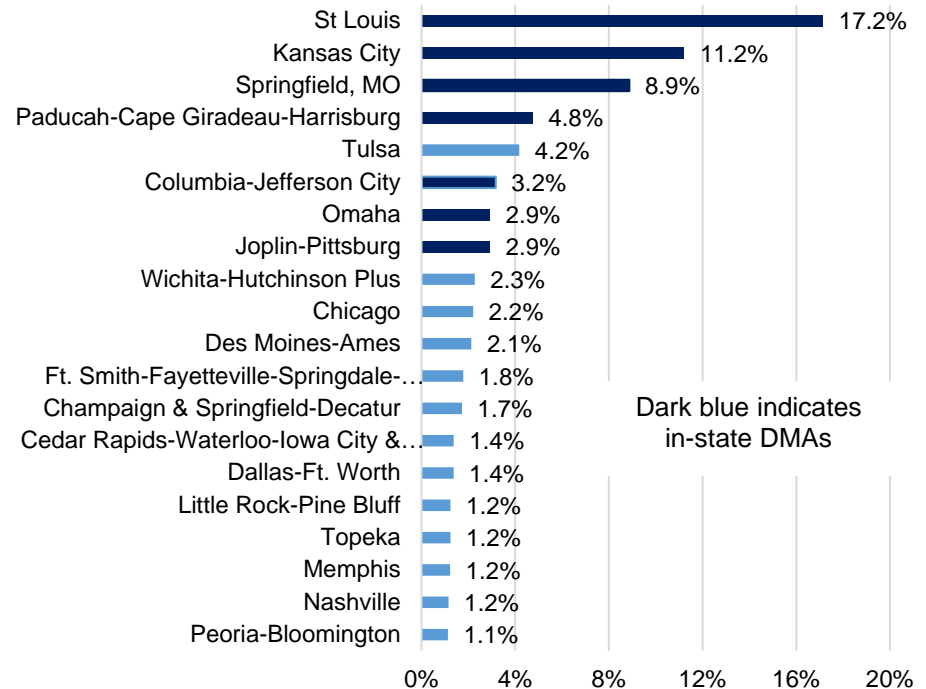
- Missouri's tourism is primarily regional with 40.9% of all visitors come from within the state. Neighboring states are also key source markets.
- By Destination Marketing Area (DMA), larger Missouri metro areas are the key source markets

Top Source Markets by State

% of total visitors, Missouri = 40.9% of the total

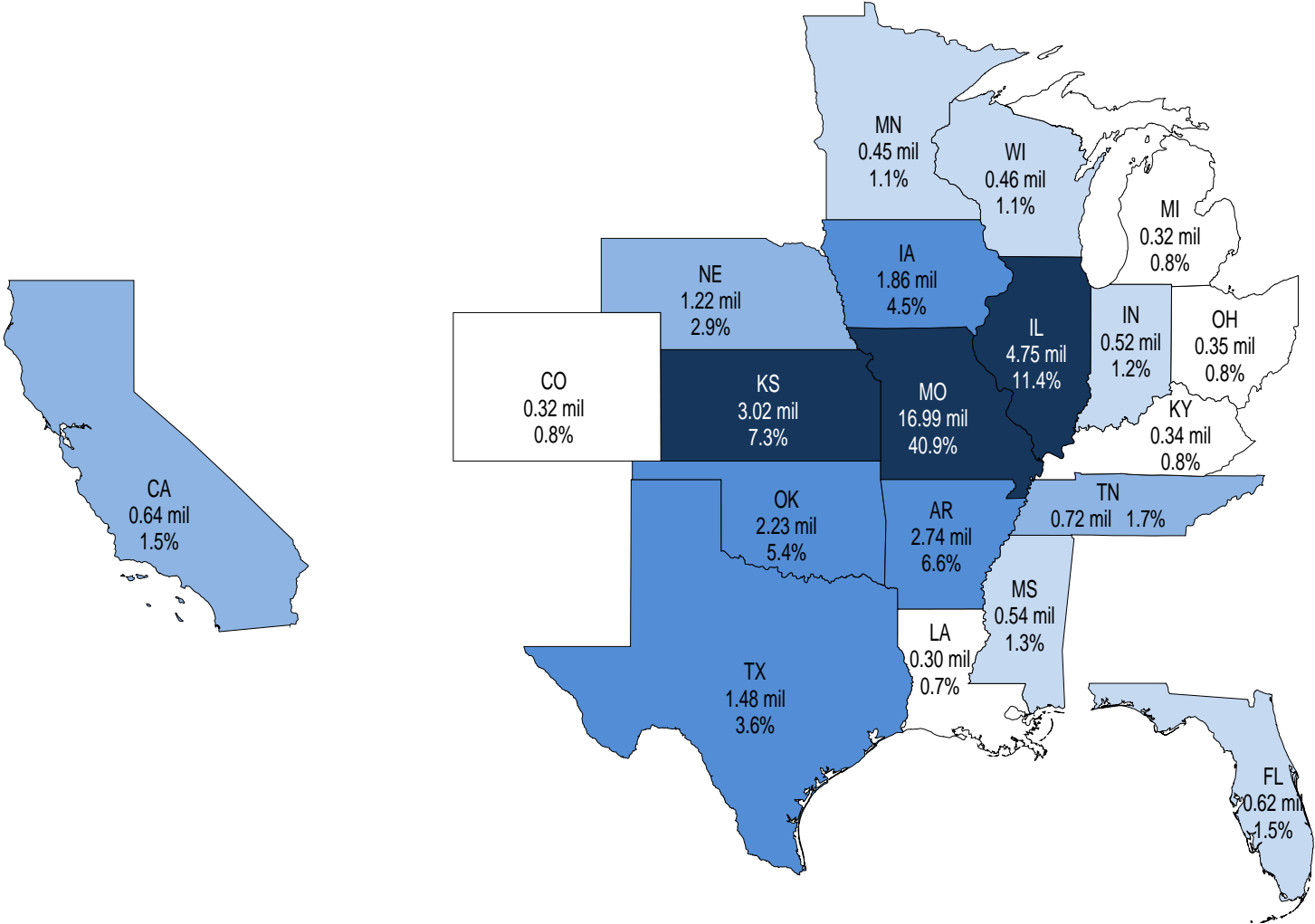


Top Source DMA Regions



Source: TNS TravelsAmerica Data
July 2016 – June 2017 (FY17)

MAP OF TOP SOURCE MARKETS BY STATE



Source: TNS TravelsAmerica Data
 July 2016 – June 2017 (FY17)